

WEB CELEB' 2021: RULES OF ENTRY

1. ENTRIES

- Anyone can submit a candidacy to become Web Celeb 2021. Just check out if you fit the description below
- Entries are totally free of any entry fee.
- There are no limitations, everybody is free to participate within the deadline of **May 5th, 2021**.
- The Web Celeb will be elected on Thursday, October 7th, 2021 in the Zoo (Antwerp), along with the SafeShops Awards.

2. REQUIREMENTS

- You are Dutch and/or French speaking
- E-commerce is in your blood, you have been active in the e-commerce sector for at least 5 years with your webshop, as a supplier or in another capacity within the sector
- You are a Belgian citizen
- You are active on the Belgian market or you have an activity with an impact in Belgium / on the Belgian market
- You are present at the SafeShops Awards virtual day on June 3rd and on the Award ceremony on Thursday, October 7th, 2021.
- You are willing to commit to the sector
- You possess a generous dose of charisma and have a beautiful or promising e-commerce pathway.

3. DEADLINES

- April 21st - Call for candidates: hand in your candidacy
- May 4rd - Applications closed
- May 6th - Candidacies are reviewed into 20 shortlisted candidates
- May 21st - The Jury reviews all 20 candidates and nominates 3 finalists
- June 3rd - SafeShops Award virtual day:
 - Public announcement of and debate with the 3 nominees.
 - Start campaign and voting
- June - October: 3 months of campaigning to gain votes
- October 7th: final debate during the SafeShops Awards ceremony, closing votes and announcement of the winner of the Web Celeb Trophy

4. PROCEDURE

- The jury will receive a shortlist of 20 entries, which have been reviewed by SafeShops.be.
- These 20 cases will be judged on the following points:
 - 1. What has been your impact on the sector in recent years or what do you see as your greatest achievement?
 - 2. How do you try to attract people into your story / how do you respond to your audience and/or target groups?
 - 3. What are your ideas, your vision and your image of the future when it comes to e-commerce and online shopping?
- After this grading the jury will meet one last time to discuss the 20 cases and will come to a final shortlist of 3 nominees.
- These 3 nominees will be announced during The SafeShops Awards on June 3rd, 2021.
- The Web Celeb will be announced during The SafeShops Awards Gala event on October 7th.

5. THE JURY

The jury is composed of representatives from various stakeholder groups within e-commerce.

Independent e-commerce expert:

- Else Deneys, HoGent

Postal sector:

- Michel Defloor, VP Marketing @ bpost
- Addy Rijkens, Head Marketing @ PostNL België

Payment sector:

- Philippe De Vydt, Head of Sales @ MultiSafepay

Travel / ABTO:

- Pierre Fivet, spokesman @ ABTO

Webdevelopment:

- Patrick Marck, CEO @ Feweb

Media sector:

- Burt Riské @ Roularta Media Group

Data:

- Sylvie Vandevælde @ itmse

Marketplaces:

- Ilse Michiels, Marketing Manager @ bol.com

6. WHAT'S IN IT FOR ME?

- Web Celeb' trofee: A beautiful Web Celeb trophy, in genuine Oscar style
- Eternal fame: And for one year, you will be the face of e-commerce in Belgium and represent the sector along with SafeShops.be.